TO: Mike McHugh

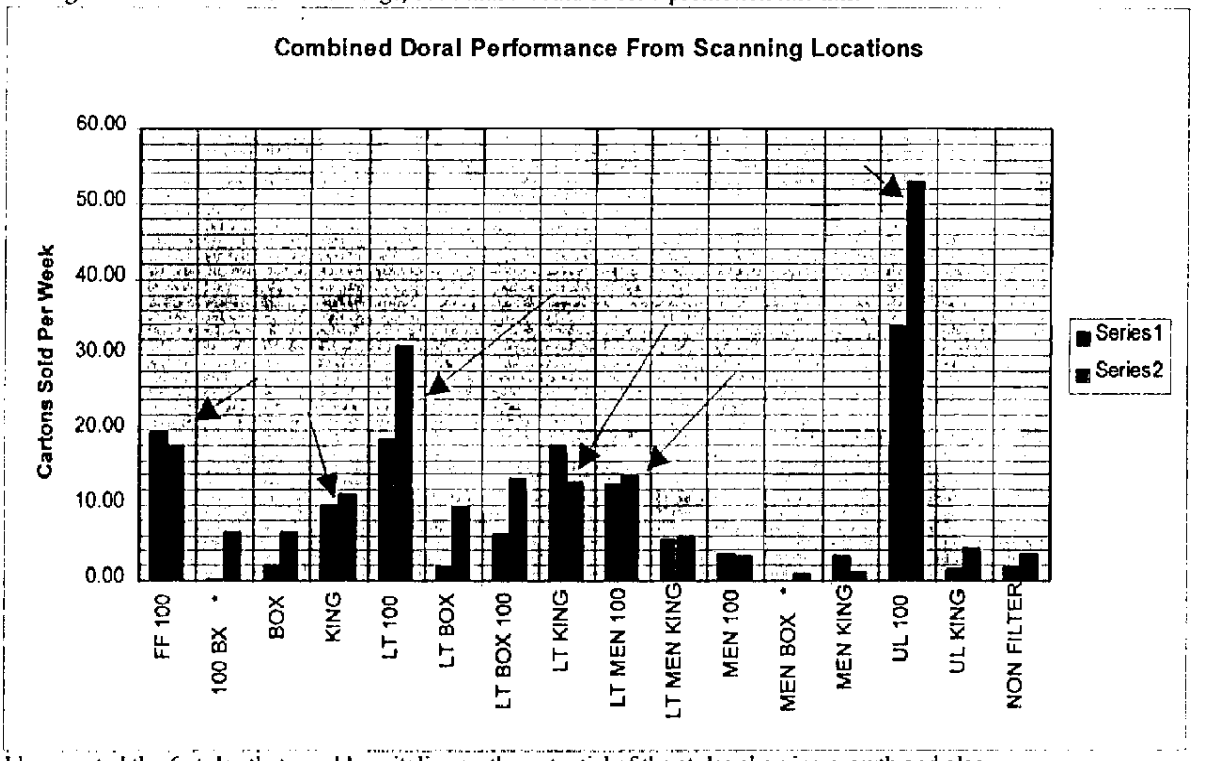
From: Ron Segelke

RE: Doral Opportunistic Program

Mike,

My recommendation for wave 2 of the Doral opportunistic program at the Indian reservation outlets is to use a buy a carton get 5 packs free. It appears that the current program is running well with good results to date, which I expect to continue, but it also appears that the level of enthusiasm and focus being placed by reservation personnel seems to be diminishing.

This is why I think a B1CG5F would be an excellent follow up. The promotion require little to no selling on the retailer part, and will sell it self it would also have stronger appeal to the Private Stock consumer, and would solidify Doral with our new consumer. Our current program is having impact on Private Stock but not to degree we are seeing on branded generic. A high degree of the Private Stock consumers are not willing to move to Doral for the savings, but I think would be for a promotion like this.



I have noted the 6 styles that would capitalize on the potential of the styles showing growth and also stabilize the styles showing slight declines.

As for the current program we have enough resources to carry through the period, and if you can get the resources for this let me know how much and which styles. We could have it shipped to each accounts identified supplier for assembly and order it in one or two deliveries depending on quantity.

If you need any additional information let me know.

Ron

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Source: https://www.industrydocuments.ucsf.edu/docs/nqvp0000